

# ABC Apparently Abandons Largo Amusement Park Plan

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American Broadcasting Co. apparently has abandoned plans for a \$30 million amusement park on the 405-acre site of a company wildlife park in Prince George's County that failed. November received county council approval to build an amusement park on the site, estimated to raise \$1 million in annual tax revenues locally, ABC said in its annual statement that it "has no plans to operate the park at the Largo site in the future."

In a report on 1975 operations, ABC said the wildlife preserve at Largo resulted in a \$4 million loss for the big broadcasting firm in the final three months of the year. Sources said the land will be put up for sale—raising the possibility that some other amusement park developer may seek the site. A spokeswoman for Marriott

Corp., which has announced plans for a future amusement park near Manassas, said her company has expressed no interest in the Largo location.

In addition to writing down its investment at Largo, ABC said its fourth quarter loss reflected losses from domestic record sales and declining TV network profits. The TV decline took place before ABC surpassed both CBS and NBC in recent weekly ratings.

The park, which opened in mid-1974 and closed for good last Oct. 12, "had unacceptable attendance and revenues in 1974 and 1975," ABC said. Although there were plans to open the park this year for an expected record tourism business in the D.C. area for the Bicentennial year, those plans have been discarded.

ABC management decided to reduce by \$10.4 million the estimated market value of the 405 acres, to a reported figure of \$5 million, and that caused the operating loss in the quarter compared with year earlier profits of \$11.1 million (61 cents a share). Fourth quarter revenues rose to \$321.8 million from \$298.5 million.

Although a subsidiary of the broadcasting firm, ABC Scenic Enterprises, Inc., last